

2007-8 REDI STRATEGIC INITIATIVES

GOAL 1: Build Rockville's Economy for the Future.

Strategy 1.1: Foster Innovation and Entrepreneurship in Rockville

Tactic A: Support the Rockville Innovation Center (RIC)

Measurement: Occupancy rate, % of international companies, sponsor participation

MILESTONES/ACTIVITIES	ORIGINAL TARGET DATE	CURRENT TARGET DATE	COMPLETION DATE	NOTES
REDI participates in Tenant Review Committee	Ongoing	Ongoing		Participated in 9 Tenant Review Committee meetings
REDI secures 6 sponsors & manages relationship w/ RIC	November 2007		October 2007	6 sponsors secured (2 platinum, 2 gold, 2 silver)
RIC occupancy reaches 85%	January 2008		June 2008	As of 1-3-08, 14 companies occupy 76% of space. At end of year, 19 companies occupy 100% of space; there are also 6 virtual companies
International companies constitute 20% of tenant mix	June 2008		June 2008	3 companies (21.4%) are international

Tactic B: Sponsor/Organize a Regional Post Doc Conference and Career Expo

Measurement: Number of company and post doc participants; university involvement; regional representation.

MILESTONES/ACTIVITIES	ORIGINAL TARGET DATE	CURRENT TARGET DATE	COMPLETION DATE	NOTES
Host & organize meetings for the Planning Committee	Sept. 2007-April 2008	Sept. 2007-April 2008		6 meetings held; have added 2 pre-conference events to prepare postdocs
Host Conference	May 2008	July 2008		Scheduled for 10-16-08 to coincide with NIH Research Festival dates
Assess Results	June 2008	November 2008		Planning Committee debrief held
Manage entrepreneurship interest & develop supporting program	June 2008	August 2008		Keynote is entrepreneur; Kauffman Foundation for Entrepreneurship is sponsoring & speaking; program includes entrepreneur panel

Tactic C: Establish a Tech Transfer Course/Program

Measurement: Content and funding for prototype effort

MILESTONES/ACTIVITIES	ORIGINAL TARGET DATE	CURRENT TARGET DATE	COMPLETION DATE	NOTES
Support Montgomery College effort	Ongoing	Ongoing		Assisted in developing marketing program; publicized course
Explore additional options	Dec. 2007	Ongoing		Encouraging NIH to host ACTiVATE session
Prototype funded and scheduled	June 2008			1/08 Mont. College course cancelled; rescheduled for 10/08

Strategy 1.2: Strengthen the international, minority, and women business communities in Rockville.

Tactic A: Sponsor the StartRight! Women's Business Plan Competition

Measurement: Number of participants in the business plan program; regional diversity; scope of prizes

MILESTONES/ACTIVITIES	ORIGINAL TARGET DATE	CURRENT TARGET DATE	COMPLETION DATE	NOTES
Create Advisory Board	September 2007	Sept. 2008		Added WBJ as media sponsor
Outreach to women-owned businesses	Ongoing	Ongoing		
Expand awards and secure prize sponsors	December 2007	January 2008	January 2008	Added 2 new prizes (Intelligent Office & Mont. Co. DED); new second prize sponsor
Conduct Women's Business Plan Competition	Jan. - Feb. 2008	Jan. - Feb. 2008	March 2008	Judges evaluated 39 plans: 5 DC, 1 VA, 22 Montgomery County, 11 from rest of MD
Manage award ceremony, publicize winners, assess results	March 2008	March 2008	April 2008	Awards took the keynote luncheon spot for the first time.

Tactic B: Sponsor the third Asian American Business Conference.

Measurement: Diversity of planning committee, international participation, number of attendees at conference, number of positive assessments

MILESTONES/ACTIVITIES	ORIGINAL TARGET DATE	CURRENT TARGET DATE	COMPLETION DATE	NOTES
Host & organize meetings for the Planning Committee	Ongoing		November 2007	Organized and hosted four meetings
Incorporate participation of Chinese partners and other international interests	Ongoing		November 2007	Planning Committee members from China, Taiwan, Korea, Japan, Philippines, Indonesia, Vietnam, India
Host Conference	October 2007		October 2007	200 attendees at networking dinner, 225 at conference
Assess results	November 2007		November 2007	Press Coverage in <i>Bus. Gazette</i> , <i>Asian Fortune</i> , <i>American & Chinese Business News</i> , <i>Sing Tao Daily</i> , <i>World Journal</i> , <i>Voice of America</i> , <i>Epoch Times</i> ; calendar announcements in <i>Washington Post</i> , <i>Washington Times</i>
Close out support role & hand off for 2008 conference	December 2007		August 2008	Governor's Commission on Asian American & Pacific Islander Affairs accepted role as future conference coordinator

Goal 2: Attract New Businesses to Rockville*Strategy 2.1: Brand and Market Rockville as a Business Center*

Tactic A: Establish the Rockville Library as the center for business information

Measurement: Business seminars sponsored, co-sponsored, promoted and held at the library; number of attendees

MILESTONES/ACTIVITIES	ORIGINAL TARGET DATE	CURRENT TARGET DATE	COMPLETION DATE	NOTES
Brand REDI business seminar series	August 2007	Ongoing	Ongoing	StartRight! brand extended to business plan seminars
Organize and publicize monthly REDI seminars	Ongoing	Ongoing	Ongoing	14 seminars held, 209 attendees
Co-sponsor and promote seminars with other business organizations	Ongoing	Ongoing	Ongoing	REDI seminars promoted by Women Business Owners, Consulting Women, Rockville Chamber; 2 seminars co-sponsored by a CRO; cosponsored Monte Jade & Mid-Atlantic Hispanic Chamber of Commerce sessions
Support the Rockville Library "Business & Bagels" series	Quarterly			Series on hold because of personnel changes at the Library

Tactic B: Expand and Maintain REDI's website

Measurement: New information added; information is accurate and timely

MILESTONES/ACTIVITIES	ORIGINAL TARGET DATE	CURRENT TARGET DATE	COMPLETION DATE	NOTES
Add CRE, International, RIC, Town Square pages	January 2008	April 2008	June 2008	Information added to existing website pages; redesign planned '08-'09
Update website	1-2 times monthly	1-2 times monthly	Ongoing	Updated 2-3 times per month
Website review	Semiannually	Semiannually	April 2008	Spanish, Board, incubator, news articles, private employers, new real estate projects, current office buildings, Mayor's letter, events and home pages revised.

Tactic C: Selectively advertise Rockville as a great place to do business.

Measurement: Number of ads and cooperative marketing campaigns

MILESTONES/ACTIVITIES	ORIGINAL TARGET DATE	CURRENT TARGET DATE	COMPLETION DATE	NOTES
Place print ads in Business Gazette	Ongoing	Ongoing		5 new ads designed and placed
Participate in cooperative marketing efforts with other organizations & media outlets	Ongoing	Ongoing		Washington Business Journal engaged as StartRight! media sponsor, 6 ads run; Cooperative "Why Rockville" campaign with Gazette and CapitalBank initiated – 10 ads run, plus 5 free "extras" produced and run

Tactic D: Generate free, earned media coverage

Measurement: Number of press releases generated, number of articles in print / stories on the air

MILESTONES/ACTIVITIES	ORIGINAL TARGET DATE	CURRENT TARGET DATE	COMPLETION DATE	NOTES
Author two regular columns	Ongoing	Ongoing	December 2007	7 Rockville Gazette "Scenes from the Square" columns and 6 WBJ columns authored and run
Secure one non-print media series	Ongoing	Ongoing		Single engagements: TRC11, NewsChannel 8; Rockville Central Radio; WRC-TV; Voice of America; WASH-FM
Achieve additional 5 media placements/month average	Ongoing	Ongoing	Ongoing	Total non-calendar placements: 110 (96 print/online, 14 broadcast) Ad equivalency: \$124,403.28 Print media impressions achieved: approx. 7.3 million; Broadcast listener/viewers reached: approx. 4.4 million

Strategy 2.2: Expand Rockville's Base of Technology Companies

Tactic A: Follow up from BIO 2007 and participate in BIO 2008.

Measurement: Inquiries for information; presentations to companies; anecdotal stories of success; satisfaction of Rockville companies that participate in BIO 2008.

MILESTONES/ACTIVITIES	ORIGINAL TARGET DATE	CURRENT TARGET DATE	COMPLETION DATE	NOTES
Follow up leads from BIO 2007	Ongoing	Ongoing		On-going exchanges with several companies
Plan BIO 2008 joint booth with Rockville companies	January 2008	January 2008	June 2008	Partnered with four companies, including one new one.
Implement PR campaign, schedule meetings through Partnering Program	May 2008	May 2008	June 2008	Sent over 100 invitations; scheduled 7 meetings; 3 hold promise
Participate at BIO 2008	June 2008	June 2008	June 2008	Recruited pharma for Postdoc Conf.; booth partners already planning for 2009

Tactic B: Partner with TCM, MDBio, MD Informatics Coalition, and Mid-Atlantic Bio

Measurement: Joint programming and initiatives

MILESTONES/ACTIVITIES	ORIGINAL TARGET DATE	CURRENT TARGET DATE	COMPLETION DATE	NOTES
Propose joint activities, participate at regional events	Ongoing	Ongoing		Participated at Mid-Atlantic BIO, American & Chinese Small Business Conference, Women Business Owners Conference, Embassy Day, Women in Technology Conf., Tech Council events, DED Small Business Conf, APACC Annual Dinner; Participated in Mont. County Visitor's Bureau Focus Groups, Informatics Coalition, JHU Belward Campus, Tech Transfer Society, TCM Capital Formation Committee, MD Life Sciences Advisory Board and Capital Access Network meetings
Implement and assess results	Ongoing	Ongoing	Ongoing	

GOAL 3: Retain and Support Rockville's Existing Business Base

Strategy 3.1: Create a more connected business community.

Tactic A: Facilitate B2B connections through a comprehensive, web-based listing of Rockville-based technology companies and large companies.

Measurement: Databases updated; number of hits on the web page.

MILESTONES/ACTIVITIES	ORIGINAL TARGET DATE	CURRENT TARGET DATE	COMPLETION DATE	NOTES
Update information, add new businesses as they are discovered	Ongoing	Ongoing	Ongoing	Updated weekly
Complete annual database confirmation/update	July 2007		December 2007	Managed with substantial volunteer support from Arockia Sunslee and Amy Wong
Evaluate and amend approach	July 2007	January 2008	June 2008	

Tactic B: Support efforts to establish a business club for Montgomery County in Rockville

Measurement: Broader support for the project

MILESTONES/ACTIVITIES	ORIGINAL TARGET DATE	CURRENT TARGET DATE	COMPLETION DATE	NOTES
Continue to promote concept	Ongoing	Ongoing		
Meet with potential investors	Ongoing	Ongoing		Met with 2 developers whose projects hold potential

Strategy 3.2: Strengthen linkages between businesses and the local community.

Tactic A: Make targeted retention visits.

Measurement: Number of visits (target is 30).

MILESTONES/ACTIVITIES	ORIGINAL TARGET DATE	CURRENT TARGET DATE	COMPLETION DATE	NOTES
Schedule visits	Ongoing	Ongoing	Ongoing	
Begin visits	July 2007	Ongoing		29 business visits
Assess results & amend plan	June 2008	June 2008		Visits driven by current events

Tactic B: Celebrate Rockville businesses through a "Business Appreciation Week."

Measurement: Number of participants, expanded number of partners and number of visits, press coverage of event.

MILESTONES/ACTIVITIES	ORIGINAL TARGET DATE	CURRENT TARGET DATE	COMPLETION DATE	NOTES
Identify partners	Oct. 2007	February 2008	March 2008	Rockville Chamber, Mont. County DED and Workforce Development;
Plan kick-off &/or closing event with partner(s)	January 2008	February 2008		Joint with Montgomery County DED
Schedule visits	February - March 2008	February - March 2008	April 2008	Every planned visit took place (1 st time)
Publicize event	April 2008	April 2008	April 2008	Featured in Rockville Reports, Rockville Channel; Proclamation approved by Mayor & Council
Make visits	April 2008	April 2008	April 2008	51 Visits to 57 Companies
Evaluate event	April 2008	April 2008	April 2008	Survey indicated econ. issues only hit 5% of companies; 44% expected growth; workforce availability – key issue, followed by transp., permitting

GOAL 4: Support the Revitalization of Rockville Town Center*Strategy 4.1: Support and strengthen locally-owned businesses.*

Tactic A: Distribute the Town Center Shopping/Dining/Parking Guide.

Measurement: Number of guides distributed

MILESTONES/ACTIVITIES	ORIGINAL TARGET DATE	CURRENT TARGET DATE	COMPLETION DATE	NOTES
Distribute Retail/Parking Guide	Ongoing	Ongoing	Ongoing	Periodic distribution primarily in downtown, est. 7,000 guides
Assess need for updated Guide	December 2007		December 2007	Current guide still applicable
Prepare new Guide if appropriate	January 2008	N/A		Town Center marketing handled by FRIT/City

Tactic B: Support parking coordination efforts.

Measurement: Parking plan implemented.

MILESTONES/ACTIVITIES	ORIGINAL TARGET DATE	CURRENT TARGET DATE	COMPLETION DATE	NOTES
Print & distribute Parking Guide	September 2007	February 2008	March 008	Design completed; Guide printed and distributed, est. 55,000
Implement parking plan, including appropriate signage	2Q08	4Q08		Volunteer coordinator assigned.

Strategy 4.2: Help positively differentiate Rockville Town Center.

Tactic A: Develop a strategy to attract a high quality boutique hotel.

Measurement: Downtown site is selected.

MILESTONES/ACTIVITIES	ORIGINAL TARGET DATE	CURRENT TARGET DATE	COMPLETION DATE	NOTES
Meet with potential hotel companies and developers	Ongoing		October 07	aloft Starwood hotel approved for Duball site

Tactic B: Create opportunities for the business community to experience Rockville Town Center.

Measurement: Number of corporate events held, number of merchant participants, number of company participants.

MILESTONES/ACTIVITIES	ORIGINAL TARGET DATE	CURRENT TARGET DATE	COMPLETION DATE	NOTES
Gain City staff support and cooperation	August 2007	April 2008		Project at top of "to do" list!
Gain Town Center merchant cooperation	August 2007	April 2008		
Publicize and schedule events	September 2007	May 2008		

Other

Support City process to review and update Rockville Pike Master Plan

Measurement: Responsiveness to City request for support.

MILESTONES/ACTIVITIES	ORIGINAL TARGET DATE	CURRENT TARGET DATE	COMPLETION DATE	NOTES
Assist City in identifying and contacting business stakeholders	3Q07		3Q07	Identified stakeholder businesses for participation
Participate in City meetings with business community	Ongoing	Ongoing		Participated in kickoff and focus group meetings
Serve as a resource to City staff throughout process	Ongoing	Ongoing		Board used as resource for input